WARNER BROS. CAMPAIGN PLAN

LOOK WHO'S COMING TO YOUR HOUSE!

"A great kid" — "A great bet"
"A great show" ...*say the critics!*

SYBIL JASON THE NEW 5-YEAR-OLD STAR SENSATION

"LITTLE BIG SHOT"

WITH

GLENDA FARRELL • ROBT. ARMSTRONG
EDW. EVERETT HORTON • JACK La RUE

A Warner Bros. Picture • Directed by Michael Curtiz

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YOU'RE PLAYING SYBIL JASON... A NEW STAR WHO "HAS EVERYTHING"

says Variety Daily

IN A PRODUCTION "SLATED FOR FANCY GROSSES"

says M. P. Daily

"Little Big Shot"

(*Warner*)

HOLLYWOOD, July 28.—Aside from being top-notch entertainment slated for fancy grosses at the box-office, this one introduces a new child actress who should give other youngsters plenty of competition for an audience following. The story, tailored on the "Little Miss Marker" formula, unfolds swiftly and smoothly, containing a pleasing blend of comedy and pathos.

Intelligent showmanship should build for excellent results. The story, although not entirely new, is handled deftly. Sybil Jason, a talented newcomer, is thrown in with two petty racketeers, Robert Armstrong and Edward Everett Horton, who sell fake watches. The child becomes the ward of the team when her father is put on the spot in a gangster mixup. The dramatic and comedy situations built on a series of incidents bring the story towards its climax with Glenda Farrell, Armstrong's romantic interest, contributing a reforming influence. Miss Jason suddenly reveals a singing and dancing talent and the boys start a sideshow ballyhoo with Miss Farrell intervening for the child's welfare. Armstrong's yen for big dough finally gets him in trouble with gangsters and Miss Jason goes to an orphanage. The dramatic climax revolves around Armstrong's love for the youngster and his efforts to regain custody. The film has the usual serene ending.

Michael Curtiz directed with a sensitive feeling for emotional values. All the cast performances are of a high calibre. The screen play by Jerry Wald, Julius Epstein and Robert Andrews is good. Harrison Jacobs did the original.

No production code seal. Running time, 75 minutes. "G."

WITH A STORY THAT'S "TOP NOTCH ENTERTAINMENT"

M. P. Daily

They'll thrill when this 40 pound bundle of mischief and happiness shakes down two chiseling wise guys and the toughest mob on Broadway--for lollipops!

And A BIG CAST OF FAVORITES INCLUDING--

GLENDA FARRELL • ROB'T (G-Man) ARMSTRONG

EDW. E. HORTON • JACK LaRUE and many others

402 Lines *Mat No. 303—30c*

[SEE PAGE 6 FOR 2-COL. ILLUSTRATION OF THIS AD]

246 Lines *Mat No. 304—30c*

172 Lines *Mat No. 208—20c*

230 Lines *Mat No. 211—20c*

210 Lines *Mat No. 212—20c*

180 Lines *Mat No. 210—20c*

[3-COL. ILLUSTRATION OF THIS AD SHOWN ON PAGE 3]

192 Lines *Mat No. 207—20c*

180 Lines *Mat No. 210—20c*

[3-COL. ILLUSTRATION OF THIS AD SHOWN ON PAGE 3]

192 Lines *Mat No. 207—20c*

180 Lines *Mat No. 210—20c*

[3-COL. ILLUSTRATION OF THIS AD SHOWN ON PAGE 3]

192 Lines *Mat No. 207—20c*

114 Lines *Mat No. 214—20c*

146 Lines *Mat No. 209—20c*

THE TRAILER

Here's another trailer in the Warner manner . . . which means speed, action, laughs—everything to make an audience sit up, take notice and come next week. To fully appreciate the way we present our new little star, we'd advise you to have the trailer screened at your local Warner Exchange. Here's the copy on this one:

She's Travelled Half Way 'Round the World to Meet You

Sybil Jason
The Wonder Child You've Been Waiting to See
In the Picture that Will Win the Heart of America
"Little Big Shot"

They Bring a New Kind of Love to the Screen
See Them Out-Smart the Smart Boys of Broadway
in "Little Big Shot"

She's Everybody's Baby
Sybil Jason
Singing
Dancing
Tearing at Your Heart in
"Little Big Shot"

---

with Robert Armstrong as the Biggest Bluffer on Broadway
Glenda Farrell So Wise, She Cut her Wisdom Teeth at 10
Edward Everett Horton as the Best Dressed Tramp on the Main Stem
in "Little Big Shot"

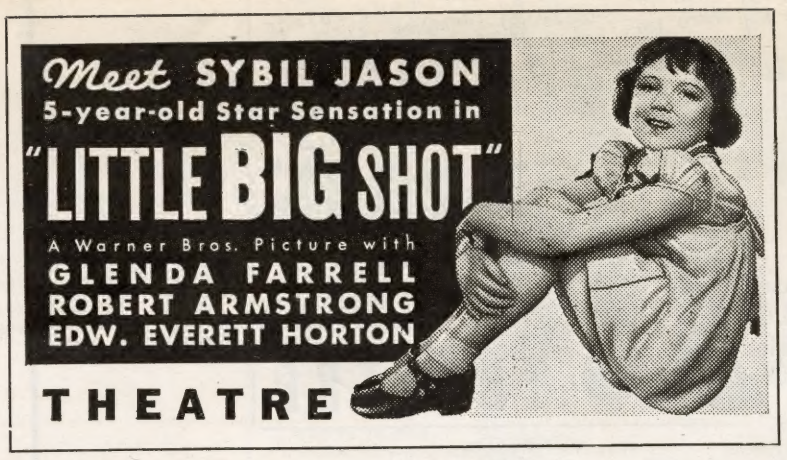
A Warner Bros. & Vitaphone Hit

101 Lines *Mat No. 112—10c*

42 Lines *Mat No. 101—10c*

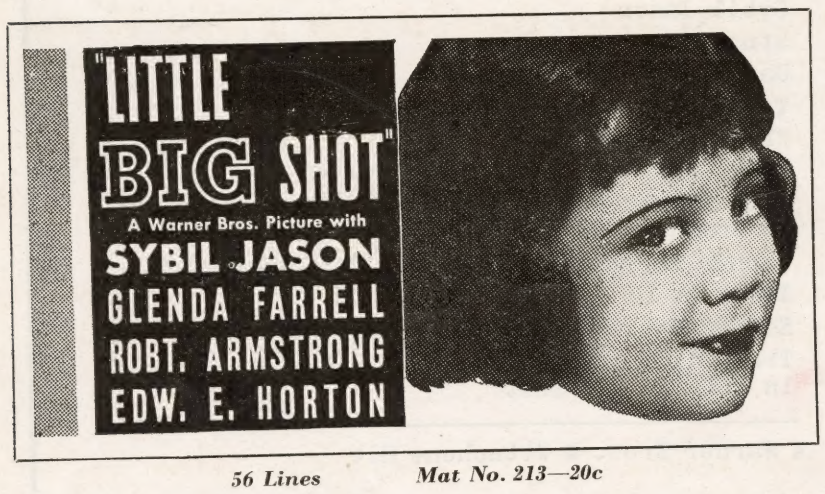
Delete

76 Lines *Mat No. 110—10c*



56 Lines *Mat No. 215—20c*

15 Lines *Mat No.111 —10c*



56 Lines *Mat No. 213—20c*

27 Lines *Mat No. 113—10c*

26 Ways To Tell 'Em About Your New Star

World's 'Little Big Shots' in 3-Day Contest

Idea of contest is for readers to identify famous "little big shots" from four-line poem quizes. Publicity stories below give entire set-up.

1st Day

Name Little Big Shots For Prizes

Can you name the little big shots described in the verses below?

They are all children whose names you have seen in the newspapers many times and with whose pictures you are familiar.

If you know them, and send in your answers quickly enough, the Contest Editor of the ... (newspaper) will award you two tickets to see the biggest little star of them all, Sybil Jason, the five year old star of Warner Bros.' "Little Big Shot", which open at the ..... Theatre on .....

What brother and sister
Won front page fame—
Because of the White House
And grandfather's name? . .

What gay little optimist
Drank suffering's cup—
As her upside-down tummie
Was put right side up? . . .

Who are the most famous
Small ladies alive—
Each having four sisters
And all making five? . . .

Add contest details and picture plug.

Answers: (1) Sistie and Buzzie Dall. (2) Alice McHenry Williams. (3) Dionne Quints.

2nd Day

Who Are These 3 Little Big Shots?

Here are three more little big shots waiting to be identified. The verses should give you the correct answers if you are a newspaper reader. The prizes offered by the Contest Editor of the ..... (newspaper) for correct answers and *speed* in replying, are tickets for the ..... Theatre to see five year old Sybil Jason in "Little Big Shot" at the ..... Theatre on .....

What homesick small boy
In an English school
Roumania's millions
May someday rule? . . .

What American boy-star
Through talent and luck
Has given the talkies
The greatest 'Puck'? . . .

His bright fiddle-magic
Has won the lad fame
All over the wide world
Now what is his name? . . .

Add contest details and picture plug.

Answers: (1) Prince Michael. (2) Mickey Rooney. (3) Yehudi Menhuin.

3rd Day

Theatre Tickets If You Know Them

Here's your last chance to win two tickets to the ..... Theatre by naming the little big shots described in the verses below. The poet tells you all he can. The rest is up to you. Speed is essential for it's the first ten readers who send the correct answers to the Contest Editor of the ..... (newspaper) who will see Sybil Jason, the five year old film star, in "Little Big Shot" at the ..... Theatre on .....

On what two royal misses
Has Great Britain spent
Her deepest devotion—
Their dad is not Kent?

Her strong, tiny fingers
Make storms on the keys
Of a mighty piano—
Her funny name, please?

What singing and dancing
South African tot—
Is coming to town soon
In "Little Big Shot"? . . .

Add contest details and picture plug.

Answers: (1) Princess Elizabeth and Princess Margaret Rose. (2) Ruth Slenzynski. (3) Sybil Jason.

STILL TIE-UP WITH DAIRY

Dairy might be tempted to use this still for their advertising along this copy slant: "Children should drink milk for health, vitality, etc." Make 'em give you a nice plug, too. Interested? Order Still No. SJ Pub O—10c. Dairy might also make up posters for their trucks, using this illustration.

Department Stores Hold Sales For The 'Little Big Shots'

Department stores might be interested in special sales for "The Little Big Shots," offering bargains in children's clothes or other small articles. Sybil Jason stills with tie-in copy in ads and at store counters should take care of your end of the tie-up.

Sybil Jason Party in Lobby

If you can promote the food, a Sybil Jason party for the kids would be swell after the Saturday matinee. You've run parties before, so there's not much we can tell you about handling this one.

Radio Kiddie Klub Tie-up

If local station has Kiddie Klub, let them announce that Sybil Jason has become a member. Announcer might be willing to tell the children about Sybil's life and your showing of the film.

Tell Parents and Teachers

Drop a line to Parents-Teachers Association about the youngster. They'll want to know about her.

Tie-up With Coca-Cola Man

Still No. LS Pub Y shows Sybil drinking Coca-Cola. If you show it to the distributor in town, he may be willing to tie up with your showing of film.

Publicity In Kiddie Korner

If paper runs a Kiddie Korner, try to spot Sybil Jason stories in it. Another idea would be to spot an ad in this section so that the young 'uns will know about this picture.

Plugging 'Round School

School kids will be interested in Sybil Jason. For the contest angle, you can offer ducats to the youngsters with the best marks or perfect attendance. Also remember that Jason stills will fit in perfectly in ads for school supplies.

Candy Kisses - From Sybil

Candy kisses, imprinted with slogan "A kiss from Sybil Jason", would make a cute throwaway. If you can promote the candy, so much the better.

Sybil Gets on the Air in A Lecture on Care of Tots

If there's an authority on children lecturing over the air, see if he or she will squeeze a mention of Sybil into the next ether chat. Shouldn't be hard to find something of interest that ties her in.

'LITTLE BIG SHOT' RIDES AROUND

Dress a fresh-looking kid in straight-laced clothes so that he looks like a burlesque of a well-dressed youngster. Put him in a bannered car with chauffeur driving him around town, as illustrated.

Diet Story as News Feature

Think you can get paper to run feature stories on diet and clothing for the 'Little Big Shots'? Jason stills could be used to illustrate yarns.

Stills in Pet Shop Window

Can pet shop use photos for window trim? If so, give them Still No. SJ 19 which shows Sybil with a dog on her lap and No. LS 79 has her gazing into pet shop window. A dime a throw and they're yours.

FUNNY PAGE PROMOTION

Still LS Pub A, illustrated, shows Sybil reading newspaper comic section. Could be used in straight newspaper ad, or might be worked into contest for most popular strip. Get it?

AUTOGRAPHED PHOTOS

Size 4"x6", printed in colored ink. Price, $2.50 per M including theatre imprint on back. Order from

ECONOMY NOVELTY CO., 239 W. 39th St., N. Y. C.

Give Jason Gal Big Build-up This Way

You'll want to tell the town all about your new star. Here's how:

1. **Plaster signs around town reading: "Somebody's coming to your house. Who is this 'Little Big Shot'?"**
2. **Blow-up in lobby of Sybil with line: "Sybil Jason—she travelled 11,000 miles to see you." Augment display with valises plastered with foreign labels.**
3. **Just before show opens, tack up stills in lobby, with caption "Sybil is coming."**
4. **At the same time, plant blow-ups of fan mag stories about the youngster in lobby.**
5. **Phone mailing list and tell 'em what a find she is.**
6. **Heralds to school children.**
7. **Jumbo post card in lobby welcoming Sybil. Kiddies sign it and send it to her.**
8. **Plant untitled still of Sybil in paper, offering ducats to first 10 who identify her. Stunt was used successfully on Josephine Hutchinson's first film.**

2 National Tie-ups . . . Put Them To Work!

POSTAL TELEGRAPH

NM 107 DL COPY
HOLLYWOOD CALIFORNIA AUGUST 14 1935
SYBIL JASON
STUDIO EXECUTIVES PROUD OF RECEPTION GIVEN YOUR PICTURE BY PREVIEW AUDIENCES STOP FILM LITTLE BIG SHOT HAS MADE YOU THE BIGGEST LITTLE STAR OF THEM ALL STOP
WE ARE SURE THE AUDIENCES AT THE OSHKOSH THEATRE WILL GIVE YOU THE GRAND RECEPTION YOUR GREAT PERFORMANCE DESERVES
GLENDA FARRELL
ROBERT ARMSTRONG
EDWARD EVERETT HORTON
TELEPHONE YOUR TELEGRAMS TO POSTAL TELEGRAPH

Your local Postal Telegraph manager has been advised to insert these midget telegrams in each message delivered. See him to decide on the number of inserts he will be able to use. Might also set a display for his window. The telegrams are 3½"x4½". They're a "buy" at the following prices, which include theatre imprinting:

1 M to 5 M—$3.00 per M
5 M to 10 M— 2.50 per M
10 M or over— 2.00 per M

Order directly from:
POSTAL TELEGRAPH GUIDE
225 W. 39th St., New York City

Dad-Daughter Photo Contest

How about a contest offering ducats for best photos of fathers and daughters together? Still No. LS 207 shows Horton and Jason in a good pose for illustration. Ten cents, please!

COLORED LOBBY STANDEES

A B

Enlargements illustrated above are cutouts in natural colors, and easel backed. Enlargements measure about 4 feet in height. Prices: $5.50 each, F.O.B. New York City.

Order direct from
NATIONAL STUDIOS
226 W. 56th St. New York City

FREE RADIO SKETCH

Twelve minutes of the comedy of the film plus three minutes at beginning and end for picture plug. If you can use 'em, just write Campaign Plan Editor, 321 West 44th St., N. Y. C., and we'll shoot back mimeographed copies for every member of the cast.

. . . AND THE MUSIC

Song hit, "I'm a Little Big Shot Now", offers you another exploitation angle. Title page of the sheet music is printed in two bright colors, and you can have a limited supply of 'em FREE. For any further information or cooperation, write to

SAM SERWER
R. C. A. Building, 1250 6th Ave.
New York City

Lucky Numbers Win Prizes

You might give numbered tickets to kids when they come in, telling 'em that lucky numbers win prizes, like pencil boxes, pads, and all the other things youngsters need in school.

Ice-Cream Parlor Tie-up

If soda parlor will co-operate, you can have a 'Little Big Shot Day'. Store announces that each kid buying a soda will receive a free lollipop. Still No. LS 6 shows Sybil, Armstrong and a lollipop. It's yours for a dime.

Imprinted Grocery Bags

Your grocery dealer may let you imprint his supply of paper bags with *"Give your child Yello for dessert, then take him to see 'Little Big Shot' at the Strand."* Any product the grocer wants to plug can be tied-in the same way.

Napkins for Schoolboys

Imprint some paper napkins with your playdate. Then distribute 'em in school lunchrooms and restaurants around school. Just one way to let the kids know that you're playing a show they'll like.

Promote Kiddie Show on Stage

Local dancing school might like idea of presenting a kiddie show on stage during week picture plays. Singin' and dancin' by the tots ought to give patrons a big kick.

Special Show for Orphans

Is it about time for you to have a matinee for the orphans? Bakery and candy stores might be persuaded to contribute enough food so that you could throw a party for 'em after the show's over. If you run it in the morning, it won't interfere with your regular routine.

Dancing Lessons in Lobby

For a lobby stunt, you might be able to promote a dancing instructor to give the kids a free lesson. He'll get the free publicity for his trouble, and by making it necessary for each child to be accompanied by an adult, you'll sell extra tickets.

Midget Radio Is 'Little Big Shot'--Electric Store Tie-up

Maybe radio store 'll like this slant: "The midget Gilco is a 'Little Big Shot.' It has the same fine tone of its big brother, the Super Gilco." Musn't forget to work your stills into the window display, though.

Clever Saying Contest for 'Little Big Shots' in Paper

Along the lines of these 'Bright Sayings' columns in papers, suggest to editor that he run contest on "Bright Remarks of the 'Little Big Shots'." Stunts not new, we'll admit, but it does tie in with film.

Old Kid Mags as Give-Aways

See if local magazine distributor will give you some back numbers of child mags. Kid patrons will love them and they'll have to see your tip-on calling attention to this show.

KIDDIE PARADE TO THEATRE

If you've got a Theatre Kiddie Klub, you can organize a parade to theatre on opening day. Youngsters love to march, and a few banners plus a band ought to make folks realize that your show's in town that week.

Amateur Night for Youngsters

If amateur craze is still going strong, why not arrange one for kids under ten? With finals to be held when you open this picture.

2-COL. POEM PUZZLE

(SOLUTION)
SYBIL JASON

The tiny talkie star
Has traveled fast and traveled far!
She came eleven thousand miles
To woo and win us with her smiles!
Capetown, South Africa, was where
Sybil was born, and it was there,
The dainty, dancing, singing clown,
When she was three, had much renown!
She sailed to London and when there
Was a sudden sensation on the air!
Then in two talkies she was so good
Warners brought her to Hollywood!
Her third film is by far her best—
Wait till you see her ape Mae West—
Wait till you see her dance and sing—
Of "LITTLE BIG SHOT"
Sybil is king!

Though illustrated in miniature, it comes in *regular* 3⅞" *width.* Order Mat No. 205—20c.

Tie-in Sybil Jason With Safety Campaign

If you can do something about starting a safety campaign in town, there's a chance to garner a bit of publicity for your star at the same time. The New York police department is now running a safety campaign and has the streets plastered with posters advising motorists to watch out for children, to turn corners carefully, etc. All these are done in an interesting and dramatic manner. If you see the mayor and the police chief, they might be willing to try a campaign on the same lines, working photos of Sybil into each one. For instance, a pretty head of the child playing with a dog, with line, "*How much do you love your child?*" Copy follows to tell drivers to avoid speeding and resulting accidents, etc. Of course, Sybil and show come in for plugs.

'Little Big Shot' With Sybil Jason Coming to Strand

"Little Big Shot", the Warner Bros. production, which marks the American film debut of the 5 year old genius, Sybil Jason, has been booked for the ..... Theatre on ..... It is said to be a powerful drama that contains hilarious comedy, touching pathos and a delightful romance.

The story by Harrison Jacobs was made into a screen play by three ace writers, Jerry Wald, Julius J. Epstein and Robert Andrews.

There is a four star cast headed by Sybil Jason, and including Glenda Farrell, Robert Armstrong and Edward Everett Horton.

Sybil, who is not yet six years of age, plays the part of an orphan who is adopted by two men living by their wits.

She wins their hearts and eventually brings about their reform, with the aid of Glenda Farrell, who has an entirely different role to her usual vamping, gold-digging parts. In this picture she is a check room girl who knows all the answers, but she longs for a home in the country and love.

Robert Armstrong and Edward Everett Horton have the roles of the two near crooks, who fall in love with little Sybil and risk their own necks to get her back from a gang of kidnapers.

Armstrong and Horton are responsible for the hilarious laughter in the piece, and also for many tender scenes. Sybil, besides having a real acting role, in which she amazed the hard boiled film colony, also sings, dances and mimics in this picture.

There is a large and talented supporting cast which includes Jack LaRue and Arthur Vinton as "the killers"; J. Carroll Naish, Edgar Kennedy, Addison Richards, Joseph Sauers, Emma Dunn, Ward Bond, Tammany Young, Murray Alper, Marc Lawrence and Guy Usher.

Michael Curtiz directed the picture. Lyrics and music are by the famous song team of Mort Dixon and Allie Wrubel.

Make Up Art Bores Baby Star

While other screen players hurry to attend to make-up adjustments while waiting on the set between scenes, the coloring problems that most interest little Sybil Jason don't relate to make-up colors.

The sensational five-year-old British child actress is interested in colors only insofar as they concern crayon coloring. Her first American production is "Little Big Shot," the Warner Bros. picture, which comes to the ..... Theatre on ..... .

Little Big Shot

Sybil Jason, heralded as the biggest little star of them all, comes to the ..... Theatre on ..... in her first American picture, "Little Big Shot".
Mat No. 108—10c.

Meet Sybil Jason

This 40 pounds of smiling personality is not yet six years old, but she's one of the most discussed people in Hollywood. She's Sybil Jason. Warner Bros.' newest and youngest screen star. She's coming, together with Glenda Farrell, Robert Armstrong, Edward Everett Horton and a big cast to the ..... Theatre on ..... in "Little Big Shot".
Mat No. 204—20c

'Little Big Shot' With 4 Star Cast At Strand Today

Four stars appear in the Warner Bros. production, "Little Big Shot," which opens at the ..... Theatre today.

The four star cast is headed by Sybil Jason and includes Glenda Farrell, Robert Armstrong and Edward Everett Horton. Sybil is the new baby star, five and a half years old, who was born in Capetown, South Africa, taken to London by her uncle, a famous producer, where she made an instantaneous hit, and stole the two shows in which she appeared, "Barnacle Bill," and "Dance Band."

Her success was so marked Warner Bros. signed her to play the stellar role in "Little Big Shot", in which she sings, dances and mimics, and astonished Hollywood by her talented acting. She is responsible for much of the laughter, as well as the tender scenes in the picture.

Glenda Farrell, contrary to her usual chiseling roles, plays the part of a girl with a real heart, although she is still something of a wise cracker who is completely sophisticated, knowing the ways of men.

Robert Armstrong and Edward Everett Horton furnish much of the fun as two near crooks who are always in trouble, but who are entirely reformed through their love of little Sybil, an orphan left on their hands by a gangster just before he is put on the spot.

Others in the more important roles include Jack LaRue, Arthur Vinton, J. Carroll Naish, Addison Richards, Emma Dunn, Ward Bond and Tammany Young.

The picture is a thrilling drama, which also carries hilarious comedy, pathos and romance. It has as its background the colorful Gay White Way. Harrison Jacobs wrote the story, which was directed by Michael Curtiz from the screen play by Jerry Wald, Julius J. Epstein and Robert Andrews.

Music and lyrics are by Allie Wrubel and Mort Dixon.

Bob Armstrong Says Fate Drew Him To Theatre

Robert Armstrong who has the leading masculine role in the Warner Bros. film, "Little Big Shot", now showing at the ..... Theatre, declares that some strange twists of fate decided that he was to be an actor, for it was no decision of his own.

In his high school days he was the star baseball player of his school, and he decided to follow the sport professionally. Then, during his term at college, he was offered the chance, but refused, for by this time he had decided to become a lawyer.

Bob and some college chums organized a vaudeville act to earn some extra money during one summer vacation, and the act was so well received they continued it into the school term. But then, after school had started and it was too late for the boys to reenter, public enthusiasm for the act subsided.

Bob's uncle was the late Paul Armstrong, producer and playwright.

Bob procured a job in his uncle's office, helping him direct and produce, and it was through this daily contact with the theatre, that he at last began to consider the stage as a career.

He is now playing in "Little Big Shot", which is a powerful drama, spiced with hilarious comedy, pathos and romance.

Tammany Young Leads A Double Life

Tammany Young, stage and screen comic, admits he is living a double life these days. That is professionally speaking.

The popular comedian, while working in the Warner Bros. picture, "Little Big Shot," now showing at the ..... Theatre, was also busy rehearsing for the stage play, "Daughter of Cain," which is to be presented locally.

(Review)

"Little Big Shot" And New Child Star Win Triumph

Strand Audience Delighted With Sybil Jason and 4 Star Cast In Tense Drama

A smashing story with a four star cast, headed by a five and a half year old child, caused a real sensation when the Warner Bros. picture, "Little Big Shot", was shown on the screen for the first time locally at the ..... theatre yesterday.

The story, by Harrison Jacobs, has everything that makes for genuine entertainment, including tense drama, hilarious comedy, tender pathos and a delightful romance.

It is a story with the picturesque and colorful background of the Great White Way, depicting the lives of the denizens who make their living by their wits, and some by gangster methods.

It is not a gangster picture, although they come into the byplay in their battle against two easy-going men who do not like to work, preferring to pick up a few stray dollars by dubious methods, but who know too many of the secrets of the real gang men.

Two men who live by their wits are left in charge of a little orphan girl, a few minutes before the father is put on the spot by the "killers."

A hotel check room girl tries her best to get the two to reform and take care of the child as they should but her efforts are of no avail until the courts take the child from them. Then the two get honest jobs and try to save enough to buy a gas station in the country and get the child back.

But the gangsters are after them and kidnap the baby in order to locate them to put them on the spot. They telephone the hat check girl, whom they know to be friendly with the two men, and she tells the two of the message, at the same time calling the police to follow.

The two get into the crooks' den, where they have been lured for the slaughter. Here the plot winds up in a surprising climax, that yesterday brought down the house at the ..... Theatre.

The new baby star, playing in her first American picture, is Sybil Jason, born in Capetown, South Africa. When but four years old she took London by storm just as she did the theatre crowd yesterday. There is nothing smart or precocious about this little girl. She has an innate artistic talent, playing her part as naturally, and with as little self-consciousness as though she were playing with her dolls in her nursery.

SYBIL JASON *in "Little Big Shot" at the Strand*
Mat No. 103 10c

Besides being a talented little actress, she sings, dances with unusual grace, while her impersonations of Mae West, Greta Garbo, and Jimmy Durante amazed the audience.

Glenda Farrell is splendid in a new type of role for her, being on the up-and-up, although a sophisticated girl of the hat check room.

Robert Armstrong and Edward Everett Horton, the other two members of the four-star cast, are riotously funny in their roles as tin horns who adopt the baby girl.

Jack LaRue and Arthur Vinton do excellent work as the two deadly gamblers and killers. Others whose work is of special mention include J. Carroll Naish, Edgar Kennedy, Addison Richards, Joseph Sauers, Emma Dunn, Ward Bond and Tammany Young.

Michael Curtiz has done a fine piece of direction which emphasizes every angle of this splendid entertainment. The screen play is by Jerry Wald, Julius J. Epstein and Robert Andrews, while the lyrics and music are by Mort Dixon and Allie Wrubel.

In New Role

Glenda Farrell, wise cracking gold-digger of many film hits, plays a new type role in "Little Big Shot", in which she is coming to the Theatre on ..... with the screen's new child star, Sybil Jason.
Mat No. 107—10c

3 Year Old Film Mystery of Dogs Solved by Actor

A three year old film mystery has been solved at Warner Bros. studio.

The solution came to light when Director Michael Curtiz noticed a dog's fondness for J. Carroll Naish, character actor, on the set of "Little Big Shot", now showing at the ..... Theatre.

Three years ago, Curtiz directed "The Cabin In The Cotton", and Naish played the part of an escaped convict pursued and captured by bloodhounds.

For two days before the big bloodhound scene was shot, Curtiz, a stickler for realism, kept the dogs penned up without food so they would be hungry when he set them on Naish.

The dogs were released. They went howling after the actor, caught up with him and began frolicking around him, licking his hands, trying to kiss him and tugging playfully at his trousers. Curtiz couldn't understand it.

"Dogs must be fond of you, Carroll," he said. "Look at the way that puppy takes to you. And remember those blood-hounds in 'The Cabin In The Cotton'? I thought they were going to tear you to bits and they smothered you with affection."

"Michael," said Naish. "I have a confession. I, too, thought those dogs were going to tear me to pieces. That's why I went out to the kennels an hour before the scene was shot and fed them $2 worth of hamburger."

"Little Big Shot" is a comedy drama of the Great White Way and its habitues who live on the edge of the law. It is packed with powerful dramatic situations, touching pathos, hilarious comedy and delightful romance.

In the cast are Sybil Jason, new baby star, Glenda Farrell, Robert Armstrong, Edward Everett Horton, Jack LaRue, Arthur Vinton, J. Carroll Naish and others.

The screen play is by Jerry Wald, Julius J. Epstein and Robert Andrews, based on the story by Harrison Jacobs. Dixon and Wrubel wrote the lyrics and music.

Sybil Jason, Five Years Old, Stars In Tense Drama

Opportunity knocked on the door of a little blue-eyed, dark-haired girl who answered the knock.

The little girl is Sybil Jason, who reached Hollywood by the round-about way of London, from Capetown, South Africa, where she was born and where her parents still live.

Sybil is five years old and for three years of that brief life-span she has been busy entertaining others with her music, her dancing and her mimicry. Her fame as a baby entertainer spread to England a year ago when she was taken there by Harry Jacobson, her uncle, and introduced to London audiences.

Picture engagements there followed and Irving Asher, head of Warner Bros. studios in England, became so impressed with her remarkable ability that he brought screen tests of her to Hollywood to show to his employers. Cables carried back an offer of a contract which was eventually accepted and which has lately been approved by the Los Angeles courts.

Now Sybil Jason, still too little to know what it is all about, is the newest star on the Warner Bros. roster. Her first American picture, "Little Big Shot," comes to the ..... Theatre on , with Robert Armstrong, Glenda Farrell and Edward Everett Horton, Jack LaRue and Arthur Vinton as other principals in the cast.

Michael Curtiz directed the picture from the screen play by Jerry Wald, Julius J. Epstein and Robert Andrews, based on the story by Harrison Jacobs. Lyrics and music are by Mort Dixon and Allie Wrubel.

Glenda Farrell Unafraid When Big Lamp Falls

Hollywood's firmest believer in fate is Glenda Farrell, blonde Warner Bros. star.

A test of her philosophy that "what is to be, is to be" came on the set of "Little Big Shot", the Warner Bros. production, which comes to the ..... Theatre on ..... She was resting on

GLENDA FARRELL *in "Little Big Shot" at the Strand*
Mat No. 104
10*c*

the sidelines in between scenes when one of the huge lamps on a platform came loose and fell with a crash two feet from her.

She would have been severely injured if it had hit her, yet of all the people on the set, she was the least upset. Immediately afterward she rose to do a scene and went through her lines without faltering.

"The lamp wasn't supposed to hit me," she explained. "If it was, there wouldn't be anything that I could do about it.

"This conception is not necessarily hard-boiled. It is something that has saved me worry and heart-ache every day of my life."

"Little Big Shot" is a gripping comedy drama of the Great White Way and its habitues who live on the edge of the law.

In the cast are Sybil Jason, the baby star, Miss Farrell, Robert Armstrong, Edward Everett Horton, Jack LaRue, Arthur Vinton, J. Carroll Naish and others.

Michael Curtiz directed the picture from the screen play by Jerry Wald, Julius J. Epstein and Robert Andrews, based on the story by Harrison Jacobs.

Director Finds Way To Heart Of Baby Film Star

The way to a man's heart may be through his stomach but the way to a little girl's heart is by bringing her presents.

Not that Director Michael Curtiz needed to wait that long to win the heart of Sybil Jason, star of the new Warner Bros. picture, "Little Big Shot", now showing at the ..... Theatre, for on the second day of the production he was adopted by the child and since has been called, "Uncle Mike".

Nevertheless almost every morning during the production of the picture, "Uncle Mike" brought his little star a gift. One morning it was a fairy tale, the next a doll and other things that little girls like.

This practice did not spoil the child in the least and she appeared to be more enthusiastic about each little present than she was about the last.

"Little Big Shot" is a gripping comedy drama of the Great White Way and its habitues who live on the edge of the law. It is packed with powerful dramatic situations, touching pathos, hilarious comedy and delightful romance.

In the cast besides Sybil are Glenda Farrell, Robert Armstrong, Edward Everett Horton, Jack LaRue, Arthur Vinton and J. Carroll Naish.

The screen play is by Jerry Wald, Julius J. Epstein and Robert Andrews, based on the story by Harrison Jacobs. Dixon and Wrubel wrote the lyrics and music.

Bob Armstrong Will Not Remove Old Family Ring

Robert Armstrong, famed for his hard-boiled, he-man characterizations on both stage and screen, is really a sentimentalist at heart.

During the filming of the Warner Bros. picture, "Little Big Shot", which comes to the ..... Theatre on ....., someone asked Armstrong about an attractive ring which he wears on his left hand.

The actor extended his hand for inspection of the ring, but refused to remove the piece of jewelry from his finger.

The ring, bearing the coat-of-arms of his family, was formerly owned by Bob's late uncle, Paul Armstrong, noted playwright and producer. Bob had often admired the ring and it was the dying wish of the uncle that the ring be passed on to Bob, his favorite nephew.

It is many years since the ring was bequeathed to the actor, but since it became his property the cherished ring has never been removed from his finger.

"Little Big Shot" is a powerful drama, spiced with hilarious comedy, pathos and romance. In the cast are Sybil Jason, Glenda Farrell, Armstrong, Edward Everett Horton and others. Michael Curtiz directed the production, the story being by Harrison Jacobs and the lyrics and music by Dixon and Wrubel.

Henpecked Husband Gives 'Em Bum's Rush

Edgar Kennedy, well-known screen comedian famed for his characterizations of the henpecked husband, has taken on a new role in his movie work. He has become a hotel desk clerk in the Warner Bros. picture, "Little Big Shot," now showing at the ..... Theatre.

Kennedy tried to forget his routine of escaping from an embittered movie wife, and got busy at throwing those who haven't paid their bills out of the hotel.

Three Against The Mob

Robert Armstrong tackled Broadway's deadliest killer—Edward Everett Horton forgot he was a play boy! All because of Sybil Jason, the five year old child star with whom they will appear in Warner Bros.' "Little Big Shot" at the ..... Theatre on ..... .
Mat No. 203—20*c*

ROBERT ARMSTRONG
An Impertinent Portrait

Robert Armstrong is his real name.

He sleeps soundly, but he doesn't snore. He always reads before going to sleep, no matter how late he retires.

He is very diplomatic, but he sometimes gets angry. When he does, he gets very quiet, much more so than usual, which is considerable.

He likes classical music and he is very self-conscious among strangers or new acquaintances, a fact that has often caused him to be described as stand-offish, which he most certainly is not.

He read Pearl Buck's "Good Earth," and liked it. He despises liver, although he is fond of bacon. He is divorced; has no children but is very fond of them, as he

ROBERT ARMSTRONG *in "Little Big Shot" at the Strand*
Mat No. 102
10*c*

demonstrated during production of his last Warner Bros. picture, "Little Big Shot," which comes to the ..... Theatre on ....., with a five-year-old, Baby Sybil Jason, Glenda Farrell, Edward Everett Horton and Armstrong co-starring.

He isn't particularly interested in world affairs. He prefers beer to champagne.

He never likes one of his own pictures, but occasionally he attends a burlesque. He hates premieres.

He drives a Lincoln sedan, but he doesn't dance.

He always hangs his clothes up. He uses the same razor blade for six months, sharpening it on a patented device.

Claims he's sophisticated.

His dog, a Scotty, is named Filthy McNasty.

He prefers a shower to a tub bath, and smokes both cigars and cigarettes. He enjoys watching a drama, but he'd rather play in comedy.

The only foreign language he speaks is Pig Latin.

He's unlucky at cards; likes Hollywood, although he'd rather live in New York.

He's not temperamental, but he admits he's moody.

He has been abroad twice, once on business and once on pleasure. He's a graduate of the University of Washington and a member of Delta Tau Delta fraternity.

He's five feet ten and a half inches tall and the greatest thrill of his life was the opening night of "Is Zat So?" in New York.

He weighs 165 pounds.

If he had to live abroad, it would be in the Tyrol. He has one of the most unusual swimming pools in the film colony at his unique Mexican hacienda home in Beverly Hills. It's actually an immense "swimming hole," with trees, banks and everything.

The city that impressed him most was San Francisco.

He takes himself quite seriously.

He doesn't mind signing autograph albums, but he hates to be stared at. When he finishes acting, he expects to direct pictures, but he never expects to finish acting.

The thing he resents most in pictures is that once a film is finished, he can't change his performance as he might on the stage.

He hasn't many friends, but those he has he likes to have around.

He plays golf, tennis and squash and swims a great deal, but he has no hobby.

He was born in Saginaw, Mich.

Studied law in college but he could have played professional baseball in a pinch. Earned his college letter in that sport. He also played football.

His favorite color is blue.

In "Little Big Shot," a gripping comedy drama of the Great White Way and its habitues who live on the edge of the law, he is responsible for many powerful dramatic situations, touching pathos, hilarious comedy and delightful romance.

Michael Curtiz directed the picture from the screen play by Jerry Wald, Julius J. Epstein and Robert Andrews, based on the story by Harrison Jacobs. Dixon and Wrubel wrote the lyrics and music.

New Baby Star Sings 3 Songs In 'Little Big Shot'

Five year old Sybil Jason is the happiest child in Hollywood.

Not only because she was selected for the stellar role in "Little Big Shot", her first Warner Bros. production, which comes to the ..... Theatre on ....., but she has been given the opportunity in the picture of singing a song that was written expressly for her by Carroll Gibbons, whom Sybil calls "Uncle Carroll," and James Dyrenforth.

The composer is the conductor of a very popular orchestra in London which was Sybil's home before coming to Hollywood.

The number is called "Rolling in Money" and was rushed over on the maiden voyage of the new French Liner, Normandie, and thence by air to Hollywood in time to be used in Sybil's first Warner Bros. picture.

In "Rolling in Money", Sybil includes some very excellent impersonations of Mae West, Greta Garbo and Jimmy Durante.

The versatile team of Mort Dixon and Allie Wrubel have also contributed a number for the new little actress that is called "I'm a Little Big Shot Now".

A third number that the talented child sings in "Little Big Shot" is "My Kid's a Crooner" and was written by Marian Harris and Reginald Montgomery.

The cast includes besides Sybil, the new baby star, Glenda Farrell, Robert Armstrong, Edward Everett Horton, Jack LaRue, Arthur Vinton and J. Carroll Naish, and many others.

Michael Curtiz directed.

Glenda Farrell, Film Vamp, Given Sympathetic Role

Glenda Farrell, one of the most famous of the screen's wise cracking chiselers, for once has been given a sympathetic role in the Warner Bros. comedy drama, "Little Big Shot", which comes to the ..... Theatre on .....

The talented star is scarcely known in any other kind of part than that of a vamp and gold digger.

In "We're In the Money", she scoffs at love as something that don't exist. In "Gold Diggers of 1935", she was one of them. In "In Caliente," her affections turn from one man to another, when a richer sucker comes along. In "Havana Widows" and other productions she was always a chiseler.

Now in "Little Big Shot", a story of the Great White Way and characters who live on the edge of the law, she might be classed as a wise cracking reformer.

She is in love with one of the near-crooks, and reforms him and also his pal.

She's The Tops

Sybil Jason is only five years old, but she's England's child star idol. Now she's winning all hearts in her first American film, "Little Big Shot" the Warner Bros.' picture at the ..... Theatre.
Mat No. 106—10*c*

New Film Star May Change Style of Women's Attire

Designers Expect to See Sybil Jason Motifs In New Fall Costumes

If you see women wearing knee length dresses, patent leather pumps with low heels, and a cute curling bob, this winter, you'll know Hollywood has been making itself felt again.

Hollywood has always set the nation's style pace. Film favorites like Marion Davies and Kay Francis have hundreds of thousands of fans who imitate their gowns, coiffures and manicures, sometimes forgetting that the stars have their costumes designed to suit their own distinct personalities. Nevertheless, when Marion or Kay introduce a style, their admirers follow suit, regardless.

Now a new star has arisen in the Hollywood firmament. She's petite, pretty, and cute. She wears knee length dresses and "sensible" pumps, and her black curly hair is cut in a style entirely distinctive.

She's Sybil Jason and she's five years old—about 40 pounds of smiling happiness. Of course her costumes might seem a bit bizarre for adult women on the heavier scale of life, but there is never any telling what fashion will demand of its devotees, and funnier things have come out of Hollywood than a new fad originated by a five year old screen star.

The child's influence has already been felt in Hollywood itself, and there is every reason to believe, from the interest shown by manufacturers, that it will soon be reflected in the shop windows of America in the form of Sybil Jason shoes, dresses, jewelry and accessories.

Better hairdressers are already featuring the Sybil Jason bob, which is particularly becoming to those whose faces have a tendency to roundness.

Sybil, who is coming to the ..... Theatre on ..... in her first American production "Little Big Shot", the Warner Bros.' picture in which she appears with Glenda Farrell, Robert Armstrong, Edward Everett Horton and a big supporting cast, wears gingham dresses, plainly cut, with large collars.

They make perfect school costumes for little girls, and a glimpse at the accompanying photographs shows how easily this style can be adapted for adult use.

Slacks are usually more useful than ornamental, but Sybil's have an intriguing quality that probably will be incorporated into adult sizes.

The chief reason for the Sybil Jason style vogue, according to Orry Kelly, fashion designer for the Warner Bros. studios, is its stressing of the beauty of simplicity.

"One of Sybil's chief charms is her own simplicity," he explained. "Consequently, her dresses, her shoes, and her coiffure must be simple. Mothers will find these styles most becoming to their own little girls, and they will be quick to adapt them for themselves.

"There is real beauty in the lines", the style designer added. "Women are quick to recognize these things. So we may expect to see them as well as their daughters, wearing Sybil Jason dresses."

New Style Trend Inspired By Child Star

A little girl is expected to start a new vogue in attire for both women and girls. She is Sybil Jason, the five year old film star whose first American production, the Warner Bros. picture "Little Big Shot", is coming to the ..... theatre on ..... She is shown above in some of the costumes which designers are studying with the idea of adapting for commercial use because of the child's popularity with American movie fans. Robert Armstrong, Glenda Farrell and E dw. Everett Horton also appear in the film.

Mat No. 302—30c

Mat No. 301—30c

Five Year Old Actress Leaps Into Star Role

Sybil Jason, South African Girl, Plays Lead in "Little Big Shot"

At eighteen months of age she could sing in perfect tune. Within a year after that she had started to pick out songs she knew on the piano. When she was three years old she impersonated Maurice Chevalier in a theatre performance accompanied by a large orchestra.

At five she had become a favorite of London, and won fame as a singer, dancer, mimic and pianist. She practically "stole" the two moving pictures in which she appeared and then in her spare time, which she somehow found, she launched upon a career as a radio entertainer. As if that weren't enough, she found time to make some recordings.

This very busy individual is Sybil Jason, a five and a half year old actress who was born in Capetown, South Africa, and who recently arrived in Hollywood where she has plunged into an intensive career under the banner of Warner Brothers, with whom she has been signed under a long term contract.

Now playing in "Little Big Shot" which comes to the ..... Theatre on ....., with Glenda Farrell, Robert Armstrong, Edward Everett Horton, Jack LaRue, Arthur Vinton, J. Carroll Naish and others, under the direction of Michael Curtiz, little Sybil declares she isn't nearly as busy, now that she's in Hollywood, as she was before she came here.

"I was terribly busy all the time in London," the little lady exclaimed, "what with the films, and radio, and I even made some records with my Uncle Harry's orchestra."

Her uncle, Harry Jacobson, is the same who had the very popular orchestra at London's Savoy Hotel.

Sybil soon won the hearts of everyone at the Warner Bros. studio. Modest, appreciative and unspoiled, the child actress conducted herself like a perfect little trouper.

She has blue eyes and jet black hair, and is regarded by the studio workers as the most polite child ever to step before a camera. She thanks all her associates on the set for every little thing they do for her. No task is too small to win her thanks.

Sybil is quite in love with American slang, the palm trees and the ice cream. She had never heard American slang before she came here and quite bluntly asks the meaning of some expression which she doesn't understand. Nor had she ever seen palm trees before coming to Hollywood, nor tasted American ice cream.

There's one topic that occupies most of her speech. She has just been given what she has long wanted, a little dog of her own, and she'll talk about it to anyone who will listen.

Lyrics and music were written for the production by Mort Dixon and Allie Wrubel. The screen play is by Jerry Wald, Julius J. Epstein and Robert Anderson, based on the story by Harrison Jacobs.

Reporter Who Hated Baby Stars Is Now Reformed

Changes Attitude After Seeing Sybil Jason Work In "Little Big Shot"

By Dan Mainwaring

Most people like child actors. A few can't stand them.

For a long time we've been listed in the latter group. We've always thought that a child's place was at home or at school.

"All right, we'll watch her," we said resignedly, when assigned to the Warner Bros. studio to see a new child star at work. "What's her name?"

"Sybil Jason," was the reply. "She's five years old and was born in Capetown, South Africa."

There was a child with blue eyes and dark brown curls sitting at a table in front of the camera on the set of "Little Big Shot" now showing at the ..... Theatre.

"We're waiting," we said.

"That's not Sybil," said the publicity man. "That's Sybil's stand-in."

We were a little abashed and sat down. The director, Michael Curtiz, whom we had watched direct "Black Fury", came over.

"You're going to see a real actress," he said. "She's easier to work with than nine out of ten grown-ups."

"I don't like child actresses," I explained.

"I didn't either," said Curtiz. "I've just reformed."

Tony Gaudio, the cameraman, nodded. "All set," he announced.

"Sybil," called Curtiz, and his voice was very soft.

Out of the dressing room came a tiny girl wearing a blue bathrobe. She had a pair of scissors in one hand and a book of cut-outs in the other.

She put the scissors and book carefully on a chair, slipped out of her robe, smiled at Curtiz and took her place at the table.

Edward Everett Horton, who sat across from her, grinned. Robert Armstrong patted her hand.

"Action," said Curtiz.

"Daddy, when do we eat?" asked Sybil, in a small sweet voice.

The other players took their cues. The microphone moved from one to the other. The camera picked up their expressions, their movements.

She was in "tough" company, this little blue-eyed girl in the blue dress. At the table with her were two of the most notorious picture stealers in the business, yet she more than held her own with them. Not once did she falter over a line. She was playing the part of a very hungry little girl, and wasn't missing a trick. She kept looking around for the waiter and when the soup came she started eating it right away like a hungry little girl should — hungrily, yet not greedily.

There was no need for a re-take on that scene or on the next. Then came some dialogue that was hard for the little girl and she stumbled. She looked at Curtiz contritely. "I'm sorry," she said. "One can't help it sometimes, can one?"

And the use of the impersonal pronoun wasn't an affectation, we found out. For after a bit, Sybil went over to her sister, Nita Jason, who came to America with her, and sat there cutting out paper dolls.

When Sybil went back to work, Lois Horn, who teaches school at the studio, told us more about the child. We asked what sort of a student she was.

"Perfect," Miss Horn explained. "She's fourth grade in reading and writing and third grade in arithmetic. She's never been to school — been taught at home. She learns like lightning."

"This her first picture?" we asked.

Miss Horn said it wasn't. She said Sybil had made two pictures in England, "Barnacle Bill" and "Dance Band".

"But she's absolutely unspoiled," Miss Horn said. "She's not precocious—she's precious."

The studio publicity man came up. "Changed your mind about child actors?" he asked.

"Come on then—we might as well go back," he added.

"Wait a minute," we said. "I want Sybil to autograph our notebook."

Coming To The Strand

Sybil Jason, whose first American film has made her the biggest little star of them all, and Glenda Farrell, will be seen at the ..... Theatre on ..... in the Warner Bros.' production "Little Big Shot."

Mat No. 202—20c

Baby Star's Home Is 11,000 Miles Away

While pursuing her film career in Hollywood, five year old Sybil Jason, British child actress, under contract to Warner Bros., is probably farther from her parents than any other person in the movies.

She was born in Capetown, South Africa, 11,000 miles from Hollywood, where her parents Mr. and Mrs. Jack Jacobs, still make their home.

Her first American picture is "Little Big Shot," now showing at the .....Theatre.

Star Invents New Dressing Table

For years Glenda Farrell thought that something should be done about dressing tables. So when she added a dressing room, recently, to her North Hollywood home, she did something about it.

Glenda's boudoir, although small, has a mirror section to give a full-length view of the costume, and the dressing table is built in, with a mirror top. On this the actress now keeps only a few bottles of perfume, while underneath, in a series of drawers to the floor, are contained her make-up and accessories. Lids to the drawers, which also pull out, are used as trays for make-up material.

The actress will shortly be seen in "Little Big Shot," the Warner Bros. comedy drama, which comes to the ..... Theatre on .....

Order, Please

Edward Everett Horton turns cook for love of 5 year old Sybil Jason in the Warner Bros.' picture "Little Big Shot" now playing at the ..... Theatre.

Mat No. 109—10c

Famous StageStar In First Film Bow

Murray Alper, well-known Broadway actor, recently finished his first picture in Hollywood.

Alper will appear in the Warner Bros. picture, "Little Big Shot," which comes to the ..... Theatre on ....., with Sybil Jason, Robert Armstrong, Glenda Farrell and Edward Everett Horton.

Glenda Farrell Known As Blonde Dynamo

Glenda Farrell has been called the blonde dynamo. The reason for it is her remarkable capacity for work.

While playing the leading adult feminine role in "Little Big Shot," which comes to the ..... Theatre on ....., she proved that she was untiring for at the same time she was completing one of the principal parts in another Warner Bros. picture.

All Because of A Woman

The woman in the case is five year old Sybil Jason who is capturing the hearts of ..... Theatre audiences just as she did the hearts of Robert Armstrong and Edward Everett Horton, with whom she is appearing in Warner Bros.' "Little Big Shot."

Mat No. 206—20c

Glenda Farrell Plans Finances For Future

Star In "Little Big Shot" Is Shrewd Dealer In Real Estate

Glenda Farrell is not only a good actress but a good business woman.

Those who know her best say that had she chosen a business career for herself instead of the theatre, she would have been a great success.

Not that she hasn't made a success of her acting, for she is one of the busiest stars on the Warner Bros. lot.

She had considerable work remaining to be done in "We're In The Money" when she was cast for the leading adult feminine role in the new Warner Bros. picture, "Little Big Shot", which comes to the ..... Theatre on .....

During the past five years she has been giving the future considerable thought.

"Soon after I began to work in motion pictures," said the dynamic blonde actress, "I observed among the extra actors quite a number of players who were the idols of the motion picture fans when I was still a youngster.

"It sort of frightens me to see these people, who no doubt had made a lot of money with their talents and had risen to the very top of their profession, having to work for a few dollars a day as atmosphere.

"In almost every picture that is made today you can find somewhere in the background one or two actors or actresses who were either stars or near stars a comparatively short time ago.

"During the making of one cafe scene in 'Little Big Shot', I observed five players who less than ten years ago were regarded as the most popular players in the motion picture business.

"I long ago made up my mind at that time that if I was to have any success whatsoever I was going to protect myself against poverty in later years.

"A few years ago I had the good fortune to meet an advisor who assisted me in making a few investments that turned out very well. I became interested in real estate at the time I bought my first house in San Fernando Valley and since that time have bought and sold several houses and lots.

"I have a very definite program to protect myself against background acting in the years which I hope are still far off."

In the cast with Miss Farrell are Sybil Jason, Robert Armstrong, Edward Everett Horton and others.

Michael Curtiz directed the picture from the story by Harrison Jacobs. Dixon and Wrubel wrote the lyrics and music.

The picture is a gripping story of the Great White Way and is packed with powerful dramatic situations, pathos and romance as well as hilarious comedy.

Happy

Robert Armstrong looks happy here, and perhaps it's because he's appearing with Sybil Jason, the new child star, in Warner Bros.' "Little Big Shot", now at the ..... Theatre.

Mat No. 105—10c

THE STORY

Steve Craig (*Robert Armstrong*) and Mortimer Thompson (*Edward Everett Horton*) are two men who live by their wits on Broadway just barely within the law. Gibbs (*Addison Richards*), an old friend of the two, is killed under orders of a gangster named Norton (*Arthur Vinton*). Gibbs leaves his motherless child, Gloria (*Sybil Jason*), in the care of Steve and Mortimer. The two unwillingly assume care of the youngster.

A hat check girl named Jean (*Glenda Farrell*), who has been trying to reform Steve and Mortimer, thinks the good influence of the child will help her attain her objective.

The boys, however, use Gloria as a "come on" for their catchpenny street selling schemes. Jean becomes aroused when she learns of this and shames them into stopping it.

Steve, shortly after, is cowed before Gloria by Norton and his gangsters, and he tries to think of something he can do to win back the child's esteem. Motivated by Jean's prompting to get some money and remove Gloria from the unsavory environment, Steve enters a gambling game with an underworld character named Jack Dore, (*Jack LaRue*), an enemy of Norton. Steve wins, but Dore refuses to pay the losses and Steve issues some wild threats about what he plans to do for vengeance.

A police raid takes place and Gloria is taken from Steve and sent to an institution. Now, for the first time, full realization of what the child means to them, is felt by the two boys.

Steve goes to Dore's apartment to collect his winnings, arriving there just as Norton and an accomplice leave after having murdered the man. On discovery of the murder, Steve flees into hiding, realizing he will be suspected because of the threats he has made. While he is in hiding to escape capture, Norton decides to silence Steve, the one person who could reveal Norton's presence at Dore's apartment.

In order to force Steve from his hiding place into the open, Norton kidnaps Gloria and when Steve learns of this, he goes straight to Norton's apartment. The cops have been trailing him and trace Steve to Norton's place, their arrival taking place just in time to effect capture of the real murderers.

Steve, Mortimer, Jean and Gloria are re-united, but the courts still don't think Steve makes a proper guardian.

That difficulty is soon straightened out by Jean and Steve becoming man and wife. The re-united quartette is happy operating a gas station and hamburger stand at a country cross-roads.

CAST OF CHARACTERS

Gloria Gibbs	Sybil Jason
Jean	Glenda Farrell
Steve Craig	Robert Armstrong
Mortimer Thompson	Edward Everett Horton
Jack Doré	Jack LaRue
Kell Norton	Arthur Vinton
Bert	J. Carroll Naish
Onderdonk	Edgar Kennedy
Gibbs	Addison Richards
Henchman	Joseph Sawyer
Matron	Emma Dunn
Henchman	Ward Bond
Rajah Louis	Tammany Young
Henchman	Murray Alper
Henchman	Marc Lawrence
Lieut. Adams	Guy Usher

PRODUCTION STAFF

Director	Michael Curtiz
Story by	Harrison Jacobs
Screen Play by	Jerry Wald, Julius J. Epstein and Robert Andrews
Dialogue Director	Frank McDonald
Photography by	Tony Gaudio
Film Editor	Jack Killifer
Art Director	Hugh Reticker
Music and Lyrics by	Mort Dixon and Allie Wrubel
Musical Director	Leo F. Forbstein

OFFICIAL BILLING

"LITTLE BIG SHOT	100%
with	
Sybil Jason, Glenda Farrell, Robert Armstrong	
Edward Everett Horton	75%
Directed by Michael Curtiz	20%
A Warner Bros.	40%
Production Corporation	5%
Picture	25%

NRA MEMBER U.S. WE DO OUR PART

Look Who's Coming!

Film fans everywhere are waiting to see Sybil Jason, Warner Bros.' five year old screen star. She's coming here with Robert Armstrong, Glenda Farrell, Edward Everett Horton (on whose shoulders she is shown above) and a big cast of featured players in "Little Big Shot", at the ..... Theatre on .....

Mat No. 201—20c

Edward Everett Horton

Edward Everett Horton was born in Brooklyn, N. Y., and educated at Columbia University. His stage career began when he was twenty in the chorus of a comic opera company playing Gilbert and Sullivan operas on Staten Island. He was on the stage for thirteen years.

He started his screen career seven years ago. His most recent pictures include "Going Highbrow" "In Caliente" and "Smarty."

His current picture is "Little Big Shot" now showing at the ..... Theatre.

Glenda Farrell

Glenda Farrell was born in Enid, Oklahoma, and made her debut on the stage as Little Eva in "Uncle Tom's Cabin" at the age of seven. With the exception of occasional pauses for education, she has been on the stage ever since, spending most of her life, as she expresses it, in a trunk.

On Broadway she played in such successes as "Divided Honors" and "Love, Honor and Betray." Her last stage play was "Life Begins" and her work was so outstanding she was selected by Warner Bros. to play the same part in the picture.

She has recently played with success in "In Caliente," "We're In the Money" and "Traveling Saleslady."

Does Your Editor Want A *Personal Interview* with Sybil Jason?

He can have it—or one with any other Warner Bros.' star by availing himself of the new

PERSONAL INTERVIEW SERVICE.

It operates just as if the star were in town and gave an interview to local newspaper reporter. Have editor prepare a list of questions—the same as he would if the star were talking with him. Send the questionnaire to

EDWARD SELZER, Publicity Director
Warner Bros. Studios
Burbank, Cal.

Mr. Selzer will act as your Hollywood correspondent and get the answers back to you in time to meet your deadline.*
It is recommended that the story break for the opening of the star's film or during its run.

* This contingent upon star's presence at the studio. If away on location or 'between pictures,' editor will be notified to that effect at once and advised date of return.

Sybil Jason

Sybil Jason, the new and amazingly talented five and a half year old baby star, was born in Capetown, South Africa. At three years old she sang beautifully, danced and could mimic anyone.

Her uncle, Harry Jacobson, a London producer, visited his brother in South Africa and saw her perform. He at once suggested that she be taken to London and trained.

In London Sybil made an instantaneous hit as a radio entertainer and made many recordings. This led to picture work, Sybil appearing in "Barnacle Bill," and Dance Band," both British films.

Irving Asher, head of Warner Bros. British studios, saw one of her performances, made a test of her and brought it to America for Warner Bros. executives to look at. She was immediately signed up and given the stellar role in "Little Big Shot," which comes to the ..... Theatre on .....

Robert Armstrong

Robert Armstrong was born in Saginaw, Mich, but moved to Seattle, Wash., at an early age. He studied law at the University of Washington. In his senior year he wrote and played in a skit which came to the notice of a vaudeville producer who offered him a job in the skit on his circuit.

The bookings took him to New York where his uncle, the late Paul Armstrong, took him under his wing, giving him small roles in his plays. His career was interrupted by the war. Returning to America he road-showed in "The Man Who Came Back" and other plays.

His biggest hit was on Broadway in "Is Zat So." It was while playing in this show in Los Angeles that he was offered a movie contract, his first picture being "The Main Event."

His more recent pictures include "G Men," "Sweet Music" and "The Kansas City Princess."

His current picture is "Little Big Shot" which comes to the ..... Theatre on .....

J. Carroll Naish

J. Carroll Naish was born in New York City January 21, 1901, of non-professional parents. He was educated at St. Cecilia's Academy in his native city.

He started work in stock and then went to Paris to appear with the late Gaby Deslys at the Champs Elysees Theatre. Returning to this country he appeared on Broadway in a number of plays.

His first picture was "Cheer Up and Smile." Among his more recent productions are "Front Page Woman," "Black Fury" and "British Agent."

His latest production is "Little Big Shot," now showing at the ..... Theatre.

Jack LaRue

Jack LaRue was born in New York City and educated at the DeWitt Clinton High School. He went to work as a piano tuner but too many sour notes cost him his job. While looking for another job he saw some movie actors in front of a casting office, went in and asked for a chance.

He didn't get it then, but persistence finally landed him a small role with Eugene O'Brien.

Two years ago he turned to Hollywood and has recently played in "The Kennel Murder Case," "Blessed Event," and "The Story of Temple Drake."

His current production is "Little Big Shot," now showing at the ..... Theatre.

24-SHEET

DESCRIPTION: Title and cast are in dark red on a light blue background. Illustration is medium blue.

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